

Congratulations on the Opening of the Fontenelle Hotel

Omaha's Most Beautiful Drug Store

CORNER 17th and DOUGLAS STREETS,
IN THE BAIRD BUILDING

extends congratulations to the MANAGEMENT, PATRONS AND FRIENDS of the MOST BEAUTIFUL HOTEL in the West—THE FONTENELLE—on throwing open to the public that magnificent hostelry.

This drug store will use its best efforts to keep in pace with its up-to-date surroundings, by giving its patrons QUALITY and SERVICE.

YATES DRUG CO.

17th and Douglas Sts.

Free Delivery

Phone Douglas 4185

MEN FOR REAL MEN'S JOBS

Construction of Giant Hotel One
Continual Race Against Time,
with Many Contesting.

AND RACE IS FINALLY WON

People who have watched day by day for the last year and more the construction work on the Fontenelle hotel and have seen the army of men swarming about the work have wondered what power directed and how each of these men knew what to do, when, where and how to do it.

The mere question of laying brick on brick is easily understood, but how each craft knew when to go on the job, how much to do now and how much to leave undone until a more advanced date, when and where to lay the many miles of piping in the unfinished walls and partitions, where to install the machinery so as not to interfere with other machinery and equipment, naturally causes the uninitiated to wonder and forms an interesting study.

The plans as drafted by Architect Kimball, of course, showed what was to be done, but on the general contractor, in this case the Golden-Brock Construction company, fell the responsibility of doing it and doing it right.

And Clifford R. Vaughn was the man who was on the job all the time keeping a governing hand personally on the multitude of men of many trades and many professions who were doing their several tasks in the shaping of the great finished thing of beauty and comfort, the Fontenelle hotel.

Let's Sub-Contract.

After the big construction had taken over the contract, one of the first things to be done was to let out subcontracts. For in this age of specialization there are dozens of different specialized trades and professions involved in building such a great structure. This firm digs the cellar, this one puts in the cement work, that one the brick and masonry, another the floors. Here is a firm whose specialty is laying mosaic floors and here is one whose activities are entirely confined to the installing of pneumatic tubes. The telephone people, the elevator engineers, the experts on laundry machinery—and so on down to the installers of the latest of human inventions, the telegraph.

From the inception of work it was a race, one profession working against the other, one pushing the other to get certain work done in order that other work could go on.

The riveting gang, the sharp crack of whose pneumatic hammers mingling with the loud roar of concrete mixers augmented by the coughing of derrick engines and pierced by the hoarse shouts of foreman and workmen swelled the uproar and battled to keep pace with the erectors.

On the heels of the riveters came the carpenters, building the forms for the housework with his reinforcing iron, and pursued by the concrete gang, pouring concrete, laying floors and pushing the other crafts to the roof.

Time is Essential.

Over each operation of the various kinds was a foreman, striving with might and main to get the work assigned to him done in the allotted time.

And ever in the midst of the rush and uproar that was giving birth to the new and beautiful hotel was the superintendent, directing the work, answering questions, giving orders, keeping peace among subcontractors and seeing that they did their work right.

Race is Won.

It was a race against winter to get the floors enclosed before the thermometer took its well known annual slump.

And the race was won. Nature assisted, for the fall of last year was extraordinarily fine and long protracted—even for a Nebraska fall.

With the walls up, the windows in and the roof on, and the boilers and steam pipes and radiators in place, old winter had been thoroughly foiled, and the steam was turned on and work has gone on inside that busy structure all winter at a rate that has been a revelation, and the result is such as will amaze the people of Omaha when they see the beauty and up-to-dateness and completeness and comfort of the Fontenelle.

It has been a "man's sized job" for the superintendent of construction. In fact, there hasn't been a job about it that isn't a man's sized job, from the president's down.

ELECTRIC ELEVATORS CAN MOVE 500 FEET A MINUTE

The elevator service of the new hotel is complete and up-to-the-minute.

There are five elevators in all. Two of the passenger elevators start direct from the lobby and others start from the mezzanine floor.

The grill work about the shaft is of heavy wrought iron gilded and ornamented to conform to the ornamentation of the main lobby.

Above each is a semi-dial indicator to show what floor is being passed by the elevator.

These elevators are of the latest type of electric gearless traction elevator and have a speed of about 500 feet a minute.

Being electric and with all machinery connected with them such as motor, traction driving sheaf and a magnetically released spring applied brake located in the pent house on the roof, they are noiseless, a valuable asset in an elevator, especially in a hotel.

The usual safety devices installed in connection with modern high grade apparatus are used with this type of elevator, including speed governors, wedge clamp safety devices for gripping the rails in case the car attains excessive speed, and potential switches.

The electric freight and service elevators are located in the rear of the building and travel from the sub-basement to the roof.

The freighter has a capacity of 3,000 pounds and a speed of about 300 feet a minute. It is equipped with a telephone so that the operator is always in communication with the various department with which he has to do.

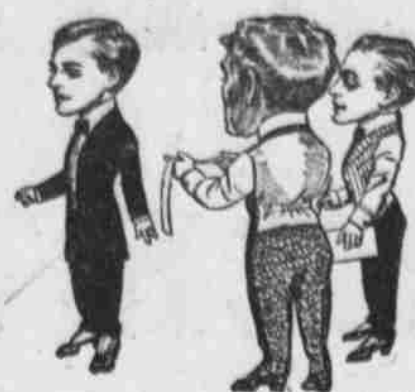
Not the Court He Wanted.

When the full bench of the Massachusetts supreme court is hearing a case the five or six justices, sitting side by side, clad in their black gowns, make an imposing array.

A few days ago when the full bench was sitting a man in working clothes, evidently an expressman or teamster, walked up to the door and looking in, said to a lawyer standing near: "What is this court room? Are those all judges?"

The lawyer smiled and replied: "They are all judges. You are looking at the full bench of the supreme court, the highest legal tribunal in this state."

The man took a second look and then turned away. "I guess the police court is what I want," he said.—Boston Post.



Opening Display of Spring Suitings

My line of Imported and Domestic Woolens for Spring and Summer is now complete. You are cordially invited to call. It will be a pleasure to show you the season's latest fabrics and fashions. If I cannot make you a better suit for the same money you would pay elsewhere, or as good a suit for less money, I don't ask for your trade. Suits-to-order, \$30, \$35 and \$40.

Tailor Beck

BETTER TAILORED CLOTHES

1512½ Dodge St.

THE WHOLE KAT FAMILY

SAYS:

Welcome to the Fontenelle
HAT THE BLACKER
BLACK THE HATTER
CAP THE BLACKER
and BLACK THE CAPPER

109 South Sixteenth Street

DAILY
MAT-
INEE
2:15

Orpheum

Phone Doug. 494

ADVANCED VAUDEVILLE

Night
Perform-
ance
8:15

As Quality is the Thing to Characterize the Fontenelle Hotel,
So is it Quality That Characterizes

Standard Amusement Remaining the Same in Economical Prices
For these three dramatic stars, formerly appearing as \$2.00 attractions, observe what it will cost you to see them at the Orpheum when they come this spring.

NAZIMOVA | Mrs. Leslie Carter | HELEN WARE

In "WAE BRIDES"

In the Fourth Act of "KAKA"

In "IT DOESN'T HAPPEN"

WEEK DAY MATINEES

Entire Lower Floor and Balcony... 25¢
On Saturday a Few Seats at 50¢.
Box Seat 50¢ Gallery 10¢

WEEK NIGHTS

Lower Floor and Balcony... 50¢ and 75¢
Entire Balcony, Over 700 Seats, 25¢
Box Seats... 75¢ Gallery..... 10¢

Room With
Bath, \$1 50 up

HOTEL ROME

Best Sam-
ple Rooms

HOUSE OF COURTESY

Dinner Dansant Every Evening 6 to 8 P. M.

5 EXCELLENT CABARET PERFORMERS

Big \$1.00 Table d'Hote Dinner With
Bottle of Wine Served at 6 p. m. Daily

MODERATE PRICES PREVAIL THROUGHOUT

A HEARTY WELCOME

Is Extended to the New
FONTENELLE HOTEL

From the Home of



BREWED AND BOTTLED BY

FRED KRUG BREWING CO.

Omaha, Nebraska.

The Palace Clothing Co.

Extends a hearty
welcome to the

Hotel Fontenelle

And It's Employees

We specialize in Cook's
and Waiters' Outfits.
Agents for the Marcus
Rubin Line in Omaha.



JOHN H. BATH FLORIST

1804 Farnam Street

Phone Orders a Specialty
One Block South From Hotel
Fontenelle.
PHONE DOUGLAS 3000

A Smile—a Handshake To the New
"Fontenelle", From Omaha's Two
Leading Meat Markets

THE PUBLIC MARKET

1610 Harney Street

The EMPRESS MARKET
113 South Sixteenth St.

The Farnam Alleys

OMAHA'S NEWEST
BOWLING ALLEYS

The Fontenelle Hotel

OMAHA'S NEWEST
HOTEL

BOTH INSTITUTIONS THE BEST OF THEIR KIND IN THE WEST.

"Come In and Bowl Your Troubles Away"

It's the cleanest, most healthful sport of all sports. The "Farnam" is the ideal place to bowl. Accurate alleys, perfect ventilation. Special attention to ladies.

THE FARNAM ALLEYS

1807-09-11 FARNAM ST.

W. L. Schoenman, Prop.

Making Housework Easy

IS OUR SPECIALTY.



ELECTRIC
WASHERS
VACUUM
CLEANERS
DISH
WASHERS
FLAT IRONS
Mangles, Etc.

FOR HOUSEWORK APPLIANCES SEE ME.

My years of work in this line fit me best of all to serve you well. You "don't buy a pig in a poke" when trading here, because we sell on a Free Trial basis.

CASH OR PAYMENTS.

E. B. WILLIAMS

Formerly "1900" Washer Co.
306 South 18th St. Phone Tyler 1011.

Mrs. T. E. Brady & Co.

Exclusive
Millinery

304 South 18th St.

(2 Doors From Farnam.)

And only 1 Block South
from the Fontenelle hotel

We are showing the
latest styles and
patterns in

Spring Millinery



We wish to announce that our Formal Opening
will take place on TUESDAY, MARCH 16TH.